

Idaho Technology Authority (ITA)

ENTERPRISE POLICIES – P5000 INFORMATION AND DATA

Category: P5010 – WEB PUBLISHING

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I. AUTHORITY

Authority: Idaho Code § 67-5745(C)(3)

Idaho statute states, in part, "The Idaho Technology Authority shall:

within the context of its strategic plans, establish statewide information technology and telecommunications policies, standards, guidelines, conventions, and comprehensive risk assessment criteria that will assure uniformity and compatibility of such systems within State agencies...."

II. ABSTRACT

For citizen ease-of-use and navigation, a logical and consistent presentation of web-based materials and services is important. Idaho citizens with disabilities should have access to information and services according to federal accessibility standards for information technology. The user, whether a citizen or employee, expects to find information and services quickly.

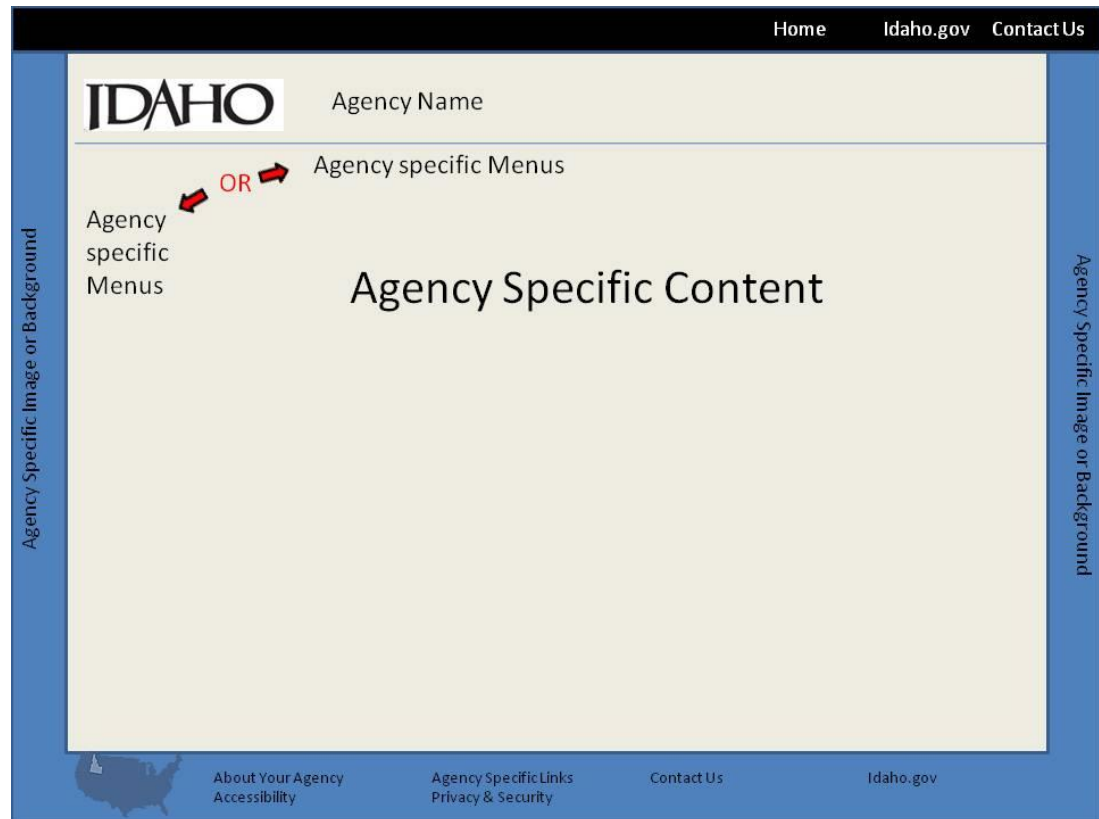
III. DEFINITION

Web design and web publishing is the production of Hypertext Markup Language (HTML) documents and websites for dissemination on World Wide Web services using the Internet.

IV. POLICY

The following points apply to all public-facing web pages developed by or for State agencies.

- A. State Web Design Template - Agencies are required to use the State Web Design Template to give all agencies of the State of Idaho a consistent navigation and a consistent look to benefit the users of State websites.



Fully-coded template files and other online resources for use by agency webmasters and for people developing websites for State agencies are available at: <http://webmaster.idaho.gov>.

Below is an example of the State Web Design Template in use at <http://www.idaho.gov>.



- B. ADA (Americans with Disabilities Act) – Compliance is required.
- C. Section 508 of the Workforce Investment Act of 1998 – Compliance is required.
- D. World Wide Web Consortium (W3C) Web Content Accessibility Guidelines – Adhere to the guidelines to the fullest extent possible.
- E. HTML Title – The HTML title is the title of your page that is displayed for the user. It will be what is used in the favorites/bookmarker of browsers. The HTML title is required.
- F. Metatags – Home web pages and lead web pages are required to adhere to the [ITA Enterprise Standard 4221 – Metatags](#). Other pages should use metatags whenever practical to improve citizen access.
- G. Style Standards – The style standards of the State of Idaho should apply as detailed in [ITA Enterprise Standard 5120 – Web Publishing](#).
- H. Contact Information – Multi-channel contact information, or a link to such information, must be prominently displayed on home pages and should be

included on all web pages. Multi-channel is defined as using two or more of the following: email, telephone, address, fax, contact form, and so forth.

- I. Paid Advertising – Paid advertising is not permitted on any State web pages.
- J. Links to External Websites – Links to external websites take users to pages that are not necessarily controlled by a State of Idaho entity. Therefore, additions of such links on State of Idaho web pages should be used in a cautious manner. The following rules apply:
 - 1. When linking to websites, other than Idaho.gov websites or other Gov websites, the links must be clearly denoted, in some fashion, that the user is leaving an Idaho.gov website.
 - 2. Do not embed content from websites that are not under State control.
 - 3. Links to external websites should not be placed on a State of Idaho web page that takes a user to a website that:
 - a. Advocates or opposes any politically, environmentally, or socially controversial subjects, issues, political parties, or individual political candidates for any public office;
 - b. Is disparaging to any person or class of persons;
 - c. Promotes or incites illegal, violent, or socially undesirable conduct;
 - d. Promotes the use or availability of illegal drugs;
 - e. Promotes adult or sexually-oriented entertainment or materials; or
 - f. Has content that knowingly infringes on any trademark, copyright, or patent right(s) of any other person or business.
 - 4. The State provides links to external websites for the benefit and convenience of the user (citizen or employee). No link to an external website shall be placed in exchange for any payment or thing of value.
 - 5. As the State has no control over external websites that are subject to change, discovery of any linked website containing the above material must be removed upon discovery.
- K. Web Content – The State of Idaho Internet and intranet servers may not be used for storage and/or presentation of the following content:

1. Pornographic materials;
2. Specific, single issue, political materials that have not been prepared by the appropriate State agency;
3. Materials specific to elective campaigns for any individual running for elective office and/or for any political party; or
4. Materials geared toward the advancement of any hate or violence related causes or issues.

V. REFERENCE DOCUMENTS

In addition to this policy, the following documents apply:

- A. [ITA Enterprise Policy 1020 – Idaho.Gov Portal Privacy Notice](#)
- B. [ITA Enterprise Standard 4221 – Metatags](#)
- C. [ITA Enterprise Standard 5120 – Web Publishing](#)
- D. [ITA Enterprise Guideline 310 – Web Publishing](#)

VI. CONTACT INFORMATION

For more information, contact the ITA Staff at (208) 332-1876.

VII. REVIEW CYCLE

Twelve (12) months

VIII. TIMELINE

Date Established:	April 24, 2002
Last Reviewed:	April 22, 2009
Last Revised:	April 22, 2009
Last ITRMC Approval:	June 16, 2009

IX. REVISION HISTORY

07/01/13 – Changed “ITRMC” to “ITA”.

4/22/09 Updated the Policy section to require agencies to use the State Web Design Template for a consistent user experience when navigating agencies' public-facing websites. Updated the Links to External Websites section to include DotGov policy language. Provided a list of cross-referenced documents. Added a Review Cycle section. Adjusted the language so that it would be consistent with the Web Publishing Standard (S5120) and Web Publishing Guideline (G310).